

The background of the slide features a large, faint, circular seal of the State of Indiana. The seal contains the text "THE STATE OF INDIANA" around the top and "1816" at the bottom. In the center of the seal is a landscape with a rising sun, a sheaf of wheat, and a plow.

Your Next Step

Governor's Workforce Cabinet Update and Education Value Campaign Preview

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TODAY'S DISCUSSION

- ▶ **Governor's Workforce Cabinet Update**
- ▶ **Your Next Step Results**
 - ▶ Background
 - ▶ Ad campaign
 - ▶ Data
 - ▶ Outcomes
- ▶ **What's next:** CARES ACT funding plans and preview of Education Value Campaign



WHAT'S NEW WITH GWC?

- ▶ **Next meeting:** August 19 at the Indiana State Library
 - ▶ Governor Holcomb will join in person
 - ▶ Focus is on connecting unemployed Hoosiers with job opportunities
- ▶ **Next Level Jobs:** June milestones
- ▶ **Work-Based Learning:** Updated information
- ▶ **Office of CTE:** New [CTE Employer Connector Tool](#)
- ▶ **Data dashboard:** Survey results from partners being collected and analyzed



YOUR NEXT STEP



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BACKGROUND AND TIMELINE

- ▶ **Next Level Talent Campaign goals:**
 - ▶ 1) Make a compelling case about the value of education with digital marketing
 - ▶ 2) Make it easy for Hoosiers to find resources with microsite and chatbot
- ▶ **Two audiences:**
 - ▶ 1) Adults without education beyond high school
 - ▶ 2) Current or recent high school students
- ▶ **COVID & Rapid Recovery shifted focus:** YourNextStepIN.org launched June 5, 2020
- ▶ **2.0 site launched in November 2020;** paired with advertising campaign that concluded May 2021



Education & Training ▾

Employment

Expert Help

Other Support

About

Education & Training Pathways

More than ever, education beyond high school is necessary to land a meaningful career. The good news is, education does not have to be time-consuming or costly. We can help. Start your journey here.



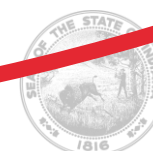
College Degree



Short-term
Certificate



High School
Diploma



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AD CAMPAIGN

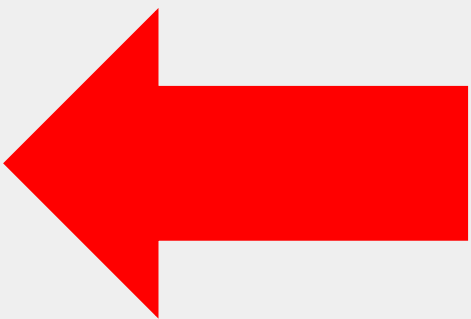
- ▶ Targeted six regions of the state coinciding with Ivy Tech's CCEC program
- ▶ Goals:
 - ▶ Establish brand
 - ▶ Drive traffic to the site
 - ▶ Drive Hoosiers to resources
- ▶ Prioritized: Next Level Jobs, You Can. Go Back., short-term certificates
- ▶ Three-step funnel: Awareness, Education, Conversion

AD CAMPAIGN RESULTS



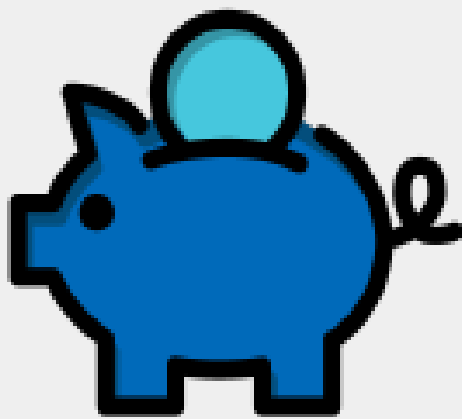
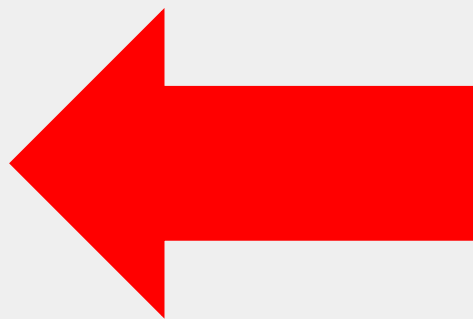
12.5M

Ad impressions *(an ad shown to one person one time)*



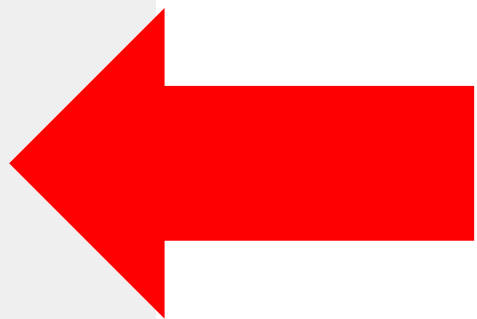
1.3K

Ad-driven leads/conversions



\$165K

Total ad spend



WEBSITE DATA

- ▶ **Total visits:**

- ▶ 152,000 website visitors (November 2020 to June 2021)
- ▶ 236,000 website visitors (June 2020 to June 2021)
- ▶ Consistent site traffic, averaging about 10,000 pageviews per week
- ▶ 78% of website traffic came from the six targeted locations
- ▶ Resource website visits: 38,700 total Hoosiers driven to outside resources; 44% of those Hoosiers were Indy-based



NEXT LEVEL JOBS WORKFORCE READY GRANT

▶ Enrollments

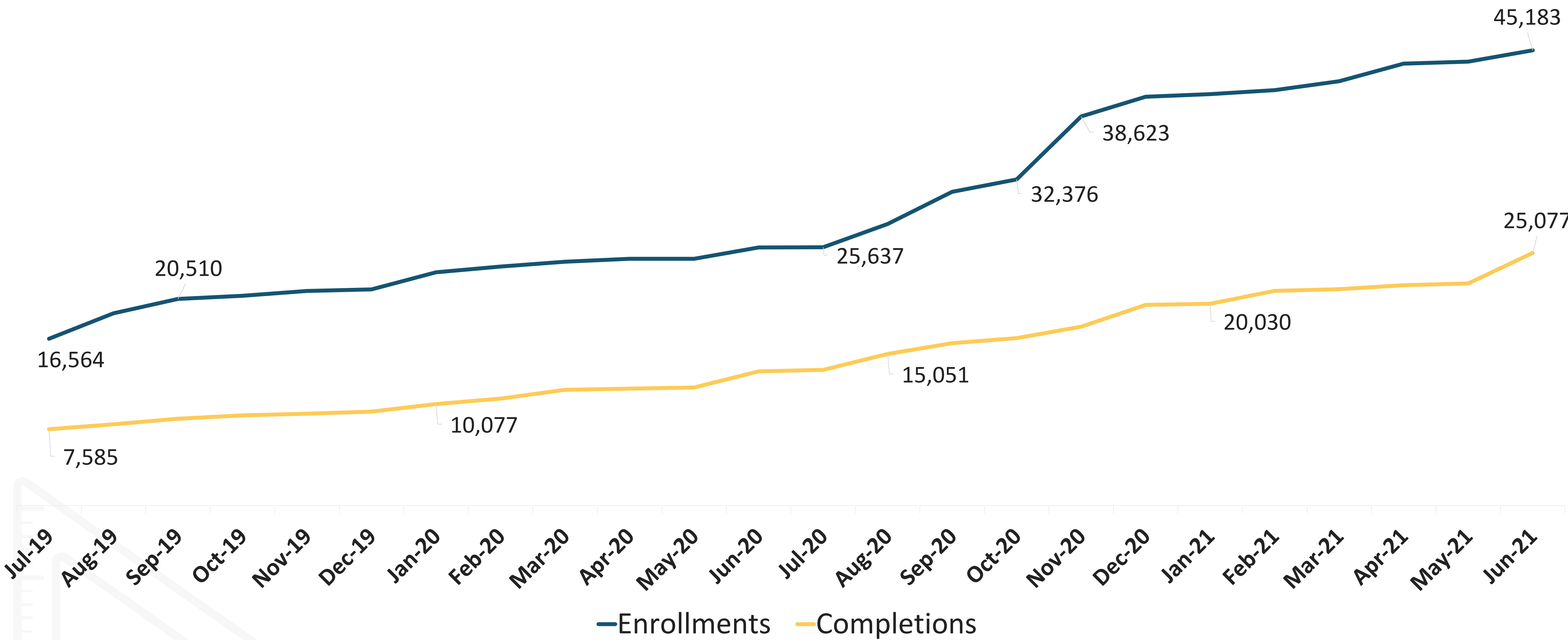
- ▶ WRG Enrollments since 2017 (as of June 1, 2021): **45,183**
- ▶ WRG Enrollments between June 2020 and June 1, 2021: **18,939**

▶ Completions

- ▶ WRG Completions since 2017 (as of June 1, 2021): **25,077**
- ▶ WRG Completions between June 2020 and June 1, 2021: **11,727**

▶ Annual wage gain: **\$6,800**

Enrollments and Completions in WRG-eligible programs



CARES ACT FUNDING

PREVIEW: EDUCATION VALUE CAMPAIGN



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WHAT'S NEXT: \$2.5 MILLION FOR MARKETING

▶ **Primary goals:**

- ▶ Double the number of Hoosiers earning a WRG-eligible certificate from 20K+ to 40K+
- ▶ Target marketing to recently unemployed and others impacted by COVID
- ▶ Sustain targeted digital marketing and expand paid media and outreach to communities most adversely impacted by the pandemic
- ▶ Emphasize the value proposition of education and training beyond high school

▶ **Approach:**

- ▶ A mix of traditional PR and advertising, digital content integration and behavioral analysis

PR & TRADITIONAL ADVERTISING

- ▶ **Ad campaign:** Time to Build a Better Future (For Free)
- ▶ **New video testimonials:** [April Trent](#) (and more on the way)
- ▶ **Radio/TV and print, billboards** running simultaneously



DATA AND DIGITAL CONTENT INTEGRATION

- ▶ **New for NextLevelJobs.org:**

- ▶ Search Engine Optimization
- ▶ Individualized landing pages
- ▶ User personas and predictive modeling
- ▶ Refreshed ads

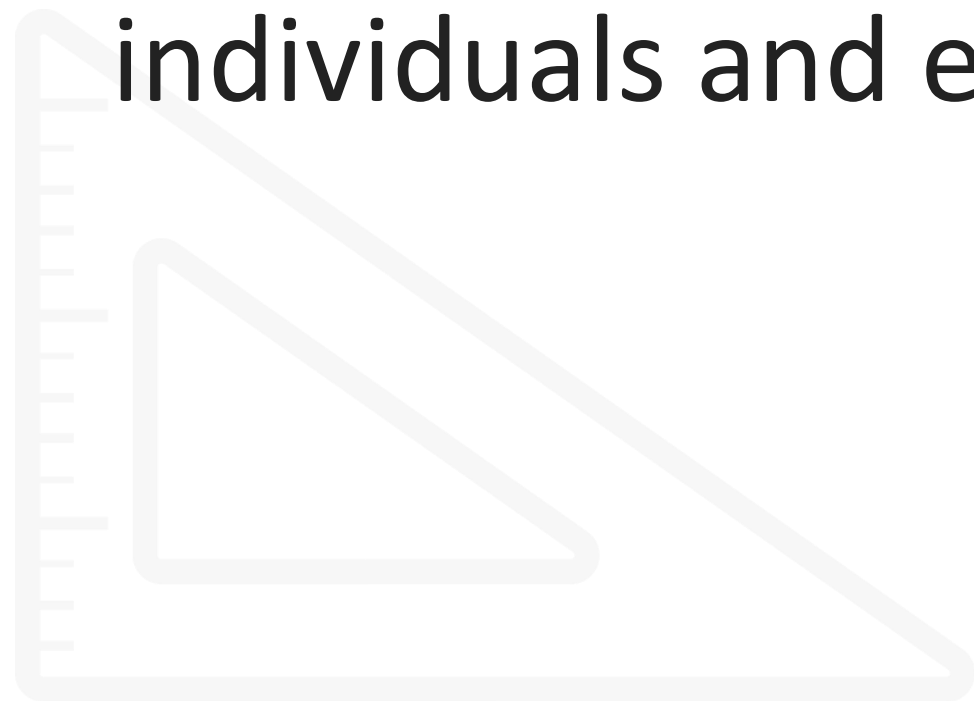


RESEARCH AND BEHAVIORAL ANALYSIS

- ▶ **Primary research:** Summary of academic papers and secondary research on college enrollment
- ▶ **Audience personas:** Based on online data
- ▶ **Narrative analysis:** Based on scrubs of social and earned media conversations
- ▶ **Intercept and in-depth interviews:** Interviews with subject matter experts and intercept interviews of Hoosier students and adults who are not or have not gone on to postsecondary education
- ▶ **Timeline:** Vox will deliver resources and analyses in November; launch before New Year

OUR NEXT STEPS

- ▶ **Goal:** Increase the proportion of Hoosiers who believe there is a return on investment for education and training beyond high school
- ▶ **How:** YourNextStepIN.org will remain the “digital hub” for the Education Value campaign
 - ▶ New resources added recently or being added: Hoosier Talent Network and Inside Track Career Coaching
- ▶ **Message:** Highly-personalized focus on the value of education beyond high school for individuals and employers and by region





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